




The
Story of LUCERNE VALLEY

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The Story of

LUCERNE VALLEY





LUCERNE VALLEY AS IT LOOKS TODAY



ONE of the singular features about this earth life is that so many members of the human family persist in going about in this "vale of tears" complaining of lack of opportunity when, if opportunity were a rattlesnake, they would all be calling for antidotes before they could say Jack Robinson. Some of us have to be pretty nearly knocked down even by opportunity before we "get wise."

It is a fact. There never were such opportunities for young men to get RICH as there are right now.

Listen! I say to you, young man, or old man either, that you can get rich and GET RICH QUICK if you will just "stop, look and listen."



LUCERNE VALLEY AS IT WILL LOOK FIVE YEARS FROM TODAY

GET RICH QUICK!

The only legitimate get-rich-quick system in the United States today is in irrigated lands.

About seven years ago I went all over what was known as the Utah Desert at Green River, Utah. There wasn't a sign of vegetation anywhere. It was fitly named the Utah Desert—but there was a great river running through it.

I tried to get some Chicago friends to go in with me and buy a great area of this land from the State of Utah at the price asked, \$1.50 an acre.

They couldn't hear the knock. So some other people came along, put in a dam, got water on the land and today it is worth \$500 to \$1000 an acre.

That sounds like a fairy tale, doesn't it? Well, you write to the Governor of Utah or the Chairman of the State Land Board and they will tell you it is as true as Gospel.

And this isn't an isolated case. I can cite you to dozens of instances where lands out this way have increased in ten years from practically nothing to **\$2500 an acre.**

These are not fictitious values, either. These lands are worth the money **because they produce the values.**

If you have the slightest doubt that what I tell you is true, ask anybody who has ever been out here and he will tell you it is a fact.



ON THE ROAD FROM GREEN RIVER CITY TO LUCERNE VALLEY
When You've Lived in Lucerne Valley a Few Years You'll Have Your Own Automobile

There are just two good reasons for this enormous increase in our land values.

First: The "back-to-the-soil" movements all over the country have created an enormous demand for farm lands.

Second: With irrigation the farmer has a "sure thing." It isn't so much that our land is better, though it is because it is virgin soil—it is because here the farmer can **turn on the rain just when he wants it** and just when the crop needs it.

Farming, even in the so-called rain belt, is a "hit and miss" proposition at best. Irrigated farming is the only strictly scientific farming possible.

Crops have to have water and if you have the water you'll get the crops.

I quote from an absolutely reliable and unprejudiced writer. He says:

"Utah was among the first of the early settlements to practice irrigation. Of late years, the scientific methods, demonstrated by public colleges and experiment stations, and within reach of all who desire to make use of them—these methods which provide for just enough water to just the desired area—have brought astounding results. For instance, it is no longer a marvel in Utah to find a crop of from five to seven hundred bushels of first quality of potatoes to an acre, or to the same sized parcel of land of over one hundred bushels of oats, nor of six to eight hundred—yes, a thousand bushels of onions. Other crops and fruits show similar results. Strawberries yield enormous returns. Alfalfa runs six to eight tons and sugar beets 12 to 22 tons to the acre.

"Sugar beets are contracted for at a specified price before planting. The companies will furnish seed, instruct in right methods of sowing, irrigating and cultivating, and even as to harvesting and shipping to market, and pay cash when the crop is delivered.

"As for alfalfa, once established it is said to last twenty years without replanting. This crop withstands the most violent abuse while returning year after year its burden of the most nutritious "balanced" animal



SUMMIT LAKE
One of the Seven Lakes From Which Our Water Comes. The Fishing is Fine

ration known. This wonderful legume will here produce indefinitely season after season easily three to eight tons to each acre of dry hay of the most substantial quality known. Baled alfalfa usually sells in Salt Lake City at \$18 to \$20 a ton.

"Utah is a favored State for dairying, fruit raising, poultry and fine beef and sheep. There are good herds of the leading breeds—registered stock—showing most successful results to the few who have taken up these lines."

The same author says, "Land costs, under irrigation, all the way from \$50 to \$2,500 per acre, according to location and improvements, the higher prices referring to lands with bearing fruit." And his figures are correct.

I am sending you this booklet and I want you to read every word of it. Then investigate and inquire and if you find that every word I have told you is true I want you to go into partnership with me in building up a little empire in Northeastern Utah that will make us all rich.

I am not in the land business. I am President of the Brown School of Correspondence of Salt Lake City, Utah.

About six years ago I visited Lucerne Valley, Utah, on correspondence school business.

I was very much impressed with the valley for it is a beautiful spot, touched most kindly by the hand of Nature.

A little cove in the mountains, nestling snugly at the foot of the eternally snow-capped Uintahs, and sloping gently to the great Green River—

A little valley about ten miles long and two miles wide.



SPIRIT LAKE
Another of the Seven Lakes Where Sheep Creek Rises

Most of the land was owned then by the Lucerne Land and Water Company and was being developed by them.

A few years ago the principal owners died and hearing that the heirs wished to sell out I secured an option on their holdings of land and water and on September 2, 1911, I bought the property amounting to about 4000 acres of land and 5000 shares of water—one share being the amount of water required to irrigate one acre of land.

I can't cultivate such a large area of land and I need help.

I feel that it will be better for me and better for the community if I can sell part of my land in tracts of forty to one hundred sixty acres to actual settlers.

Then with all of us improving our land and putting it under cultivation all values will increase.

Location and Description of Lucerne Valley

Lucerne Valley averages, according to the United States Survey, about 5600 feet in altitude. This is about 300 feet higher than Denver and 2000 feet lower than the famous San Luis Valley.

It is just one hundred miles due east of Salt Lake City, though our nearest railroad point is Green River, Wyoming.

Don't get the idea that this is an entirely new and undeveloped country.

The canals are all built and water running. There are at present 5000 acres of land under cultivation in the valley. There are two public schools, three stores, four post offices and telephone system all through



FIELD OF ALFALFA IN BLOOM

When You Can Raise Feed Like This and Have Millions of Acres of Range Land at Your Door, Won't Stock Raising Pay?

the valley, and connecting with Salt Lake City. We have the finest kind of spring water for domestic purposes. The names of the post offices are Manila, Linwood, Lucerne and Antelope. There are in all about five hundred people in the valley. We have a daily mail.

The valley immediately adjoins the Uintah Forest Reserve with one million acres of timber and grazing land. In fact the valley is **absolutely surrounded by millions of acres of range land**, making it an ideal stock-raising country. We have everything in the valley that is necessary to building up a thriving community. Timber free of charge, coal in unlimited quantities, asphalt and other valuable minerals, water power for every industry. We have a vein of coking coal 6½ feet thick and about fifteen miles long, just recently discovered. I have just had it assayed and it is of the very best.

The Union Pacific Railroad Company some time ago told us that if we would uncover a vein four feet thick they would build into the valley.

The prevailing crops are alfalfa, wheat, oats, cow-peas, all kinds of vegetables, apples and small fruits. I stood in an oat field there this summer where the grain was six feet high and made 100 bushels to the acre. I have some of it in my office.

Our Canal System

Our water supply comes from Sheep Creek, a tributary of Green River. Sheep Creek rises in seven little lakes away up in the Uintah Mountains where there is snow the year around.

No more ample or permanent supply of water can be found anywhere. In fact there is water enough for thousands of acres more than we have.

We have had our surveys made and filed and intend to start work immediately on a reservoir that will enable us to reclaim these additional thousands of acres.



ALFALFA IN THE SHOCK

Any Farmer Can Tell That a Crop Like This Pays. Ten Acres Netted Over \$100 an Acre for Seed

Crops

Alfalfa (Lucerne) has given its name to the valley. No better crops can be raised anywhere. Wheat, oats and all kinds of grain yield abundantly. Our potatoes cannot be excelled.

At Birch Springs ranch (our home ranch) cabbages have been raised weighing 25 pounds ready for market. Tomatoes and all varieties of garden vegetables are raised in the valley.

A settler, adjoining Birch Springs Ranch on the east, sold \$300.00 worth of fresh vegetables in Green River City last year, all raised on about one-half acre of his ground.

When the right varieties of fruit, such as apples, pears, plums, cherries and peaches are planted, there can be no doubt of success.

Stock Raising

Right around Lucerne Valley is found the best stock range in Utah. Adjoining the Valley on the south is the Uintah Forest Reserve of one million acres which will forever furnish the best summer range in the country.

The stock does well on the range from early April until Christmas. Indeed, 60 per cent of the cattle there now range out all the year.

This is an ideal sheep-raising section and the ranges are used to advantage by the herder, large bands of sheep being constantly in sight on the range.

Over 100,000 sheep were fed in Lucerne Valley last winter and more thousands added every year, providing the best kind of a home market for the alfalfa hay and fodder raised by the settlers in the Valley, as the sheep men take it all and call for more.



A. S. BROWN IS STANDING ERECT IN THIS FIELD OF OATS
It Threshed 100 Bushels to the Acre

The stock ranging in this locality is uniformly of a better grade than the average stock in Utah, because they have better feed, consequently they always bring top prices on the market.

Hogs and Sheep Thrive and Get Fat on Field Peas

Field peas are planted early in the spring and blossom all summer and until late in the fall, each blossom meaning a pod of rich, ripe nitrogenous food. Apparently the vines never stop blossoming; even the early frosts do not injure them. The field pea can stand a great amount of cold weather and frost, but would die in the heat of an ordinary summer in a lower altitude. The intensely bright sunshine dispels all chances of mould and mildew, the bane of the field pea. A good crop of peas when threshed will yield from forty to fifty bushels per acre, but they aren't usually harvested. Hogs and sheep are turned into the field and are fed on the peas and vines throughout the winter. The vines cure on the ground, making the finest kind of hay for sheep and cattle. As there is little or no rain in the fall, or snow in the winter, the vines or peas do not rot. Aside from the value of the field pea as feed, it has a wonderful value in increasing the fertility of the soil, supplying nitrogen in much the same way that alfalfa supplies the soil with this necessary element.

Dairying

Lucerne Valley is especially adapted to dairying. There is no limit to the variety or amount of cattle feed that can be raised there.

The pastures are not often excelled for size and productiveness. A water power amply sufficient to run the necessary machinery is immediately available. The market for such products is fully established and prices unusually high.



THIS CROP OF BEANS HARVESTED \$300 PER ACRE
One Farmer Took \$300 Worth of Vegetables from One-Half Acre of Ground

The Market

Lucerne Valley practically furnishes a home market for all the alfalfa, hay, grain and fodder that might be raised as before stated, the sheep men demand all that is raised. The greater the supply, the greater the demand.

The settler, however, is not at the mercy of the sheep man. Within a radius of 25 miles of Green River City (only 40 miles away on the Union Pacific Railroad) there is a population of 20,000 people. Their principal industries are railroading and coal mining, with no tillable land nearer than Lucerne Valley, thus affording an excellent market for any surplus products and assuring top prices.

Climate

The climate cannot be surpassed, being mild in winter and ideal in summer, with cool breezes—just the kind of climate to keep one invigorated and full of energy.

The altitude is 5600 feet, 2000 feet lower than the larger and better known San Luis Valley in Colorado.

To the sportsman, Lucerne Valley is a paradise. The Forest Reserve abounds in all varieties of game, antelope, deer, bear and mountain sheep, to say nothing of the smaller game.

Sheep Creek is famous as a mountain trout stream.



WE CAN RAISE THE FINEST KIND OF SUGAR BEETS
Some Day We'll Have a Factory

Manila

Our town Manila is a little town with about 150 inhabitants. It is laid out regularly with lots of one acre each, including streets and sidewalks.

We have an unfailing and ample supply of the finest kind of spring water piped right into the center of the town.

We have a good school house, church and amusement hall, and the Ladies' Relief Society is about to start building a club house.

Two years from now there will be 1000 people in Manila. Five years from now there will be **2500**.

Undeveloped Resources

We have worlds of the finest kind of timber; great mines of coking coal still untouched; asphalt of the highest grade, not a pound of which has ever been marketed.

There is practically no doubt about the presence of gold, silver and copper in paying quantities, as all of these minerals have been discovered in the immediate locality.

Scores of oil rigs are at present working at Spring Valley, just a little west of us, and their oil is of the finest grade.

Placer gold mining is proceeding on a large scale on the banks of Green River, just a few miles south of the valley.



AN ONION FIELD IN LUCERNE VALLEY
There Is Hardly a Vegetable We Cannot Grow

Is This Land Worth The Money?

Before buying this land I wrote to William Johnson, a personal friend of mine in the valley, and asked for information. He wrote:

"There is no better layout anywhere that I know of. The land is suitable for all kinds of crops. Millions of saw timber within ten to fifteen miles. Men haul three to four loads of firewood a day. They have coal right at their doors.

"As to beauty of natural scenery it surpasses anything I ever saw. The mountains are full of little lakes abounding in mountain trout.

"You can imagine the growth of grass and flowers—a beautiful place to hunt and fish.

"Really, I am surprised to find such a country, rich in every natural resource, lying outdoors, so long unnoticed."

I also quote a letter from R. T. Badger, cashier of the Utah National Bank, Salt Lake City:

"I have been in close touch with the land proposition here for twenty years, and at the present am interested in two very successful projects. My experience shows that any land in this locality, which is properly situated and contains the proper soil elements, when supplied with sufficient water to mature crops, will readily sell at from \$80 per acre up, according to the distance from the railroad and the market for products raised. I assure you that I will be glad to have you refer to me any time."

I have mentioned a number of prices for land and water, and in order to verify these I quote from a letter received from the State Board of Land Commissioners of Salt Lake City.



TWO PROMINENT CITIZENS OF LUCERNE VALLEY
We Have the Finest Country in the World for Stock of All Kinds

With reference to the value of State irrigated land, this letter states:

"The State has two reclamation projects, under the management of the State Board of Land Commissioners and the direction of the State Engineer. One of these, called the Hatchtown State Reservoir Project, is completed. Under this project the State has 6200 acres of land in Garfield county, fifty miles south of Marysvale, which is on the Sanpete branch of the D. & R. G. R. R. The State has constructed a storage reservoir on the Sevier River at an outlay of more than \$125,000, near Hatchtown.

"The State offers this land and water at \$35 per acre. The object of the State in selling the water **AT COST** and land at low prices is to secure settlers on improved irrigated farms."

Showing the value of the proximity of the forest reserve, this same letter states:

"The lands under this reservoir and canal are near National Forests, insuring fuel, grazing privileges and water conservation."

The State sold all of this land last summer at \$35 an acre.

Let us compare this land with Lucerne Valley.

The State's land is 50 **miles off** the railroad from Marysvale, a little town of **150 people**, in the interior of the state.

Marysvale is the terminus of a little jerkwater branch of the Rio Grande Railroad—and not the remotest chance of an extension.

The altitude is 6500 feet. Yet the State sold this land for \$35 an acre and **sold it at cost**, and more than that, it is worth the money and a great deal more.



NEW DEPOT AT GREEN RIVER CITY, WYOMING
The Union Pacific Builds "for keeps"

Lucerne Valley is 40 miles off the railroad from Green River, Wyoming, a town of nearly 2000 inhabitants.

Green River is one of the most important division points on the Union Pacific Railroad.

At this point all traffic for Portland, Seattle and the great Northwest diverges from the main line to Salt Lake, Los Angeles and San Francisco.

The Union Pacific is the greatest and most progressive trans-continental line in the country. It builds extensions when extensions are necessary.

Before very long you will see a line running from Green River through Lucerne Valley and connecting with the Moffat road, making an air line from Denver and the Southwest coast to Portland, Seattle and the Northwest coast.

This line has been surveyed and it will come and come shortly.

THE BEST PROOF.

After all, the best proof that this land is worth the money is the fact that the first crop will pay for it. That is a fact and that is the best proof in the world.

THIS IS THE IDEA.

I wish to get up a little colony of twenty-five to fifty families and have them locate in the valley. I am going to sell some of my land at prices ranging from \$35 to \$50 an acre for land and perpetual water right. I will make the terms so easy that any one can pay for the land out of the crops that he raises. On what it produces now this land is easily worth \$100 an acre.

Next spring I expect to put in an automobile truck line to Green River, so that we can market vegetables, baled hay, dairy products and other products of the valley.



A FIRST-YEAR WHEAT CROP
There Are Two Threshing Machines in the Valley—We Need a Flour Mill

We are just starting to build up the community, and if you want to "grab" an opportunity, you can do it by communicating with me at once. I want only enterprising, industrious farmers and to men of this kind I will make almost any reasonable terms.

I will take you over the land by automobile any time that suits you, free of charge. If it isn't just exactly as represented, I will pay your railroad fare, too.

Just as soon as the frost is out of the ground I am going to work clearing sage brush with a big steam plow that will plow twelve furrows at one time.

I sell you the land with the sage brush off. I clear it for you because I can do it quicker and cheaper—and you can **raise a crop this summer**. What's the use of you wasting a year and a crop clearing your land? I want quick action and I am going to get it. If you want land that will pay for itself you want quick action, too—and help. My business will be to help.

I haven't any great quantity of land to sell. I don't want more than fifty settlers now.

As I am able to make such easy terms of payment and give the opportunity to make a crop this season, I figure that this land will be snapped up in short order.

If there is a man in your family who wants some cheaper land, or a young man who wants some land of his own that will **pay for itself out of the first crop**, tell him to return the enclosed post card to me immediately and I will send full information in regard to terms. If you are in earnest and industrious you needn't worry about the terms—I'll make them suit you.

Don't wait until it's too late. Mail the card or, better still, **come and see me**.

These cards will be numbered upon receipt at my office. The first numbers will be given the first chance and the first choice of land. The first twenty-five who sign contracts for forty or more acres will each be given a town lot of one acre in Manila. These lots cannot be bought for less than \$150.

Money-Making Propositions in Lucerne Valley Besides Farming

I WANT MEN WHO CAN HELP ME

Put in some good sawmills.

Build a flour mill.

Build a creamery.

Develop the coal mines.

Develop the water power.

Work the asphalt deposits.

Help build a reservoir and reclaim more land.

Prospect for gold, silver, copper and oil.

Put in an automobile stage line for mail, passengers and freight.

Build some good houses and public buildings.

Put in a good general store at Manila.

Start a newspaper and job printing office.

You may say "I haven't any money to go into these enterprises."

I say "You don't need any money."

My idea is to make all of these industries "co-operative" as far as possible.

There will be a great deal of work to be done. If you can't put in money, **put in work**—which is just as good and just as valuable.

Between farming seasons you will have plenty of time and there will be plenty of work.

I have no desire at all to discourage **individual** enterprises. On the contrary, I will encourage them every way that I can.

Many of these enterprises are naturally co-operative. By making them so, the man without capital can "get in" by simply putting his work against the other fellow's capital—he will have profitable employment for his spare time.

The reason many farmers don't get ahead any faster is because they work only about six months in the year. Other business men work twelve months and I intend to give you the **opportunity** to do so. Here's your chance. It's up to you.

Think it over seriously—as long and as hard as you please—go right now and consult the best business men in your acquaintance, telling them all the facts.

But if you decide to do it, **do it now** or you'll lose your chance.

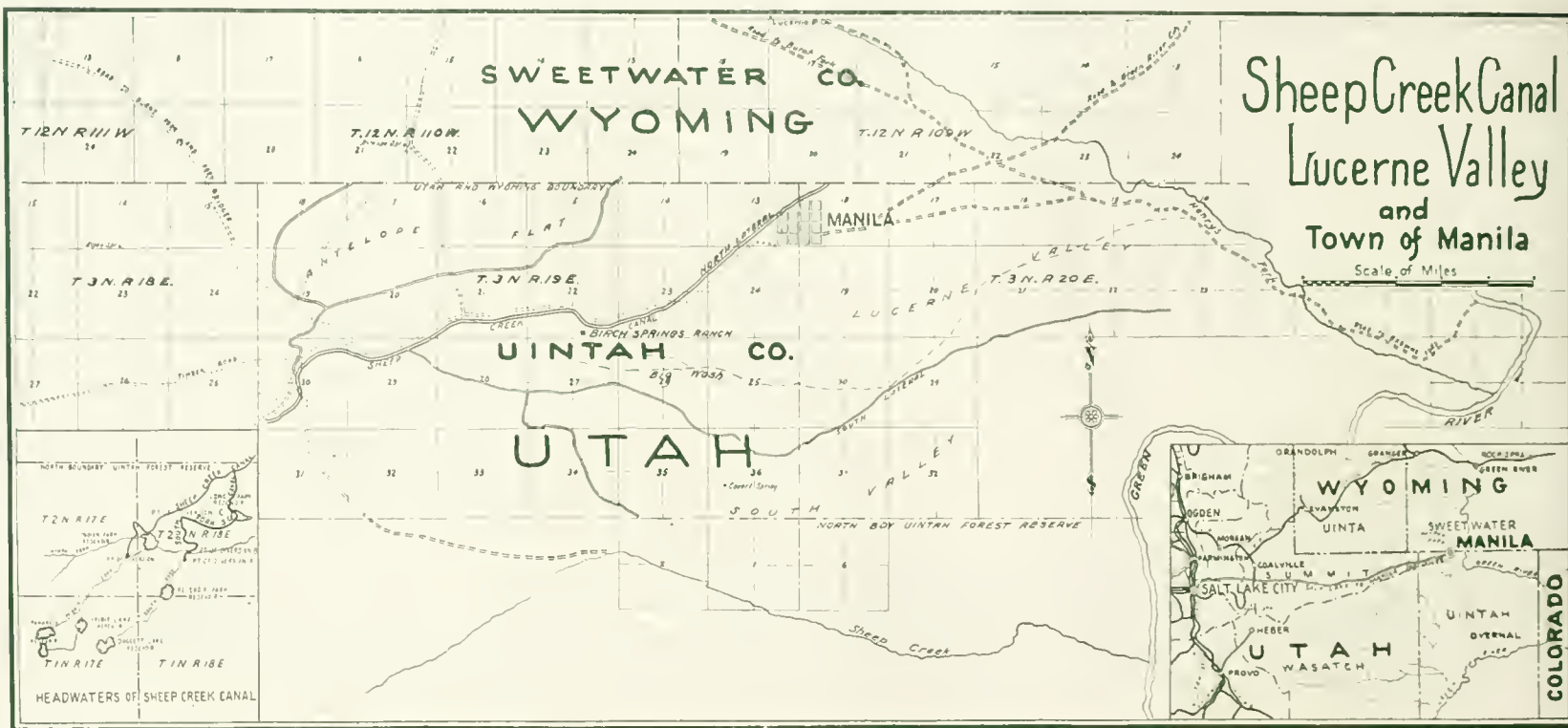
MAIL THE CARD.

For additional information address A. S. Brown, 628 Dooly Block, Salt Lake City, Utah.



OIL FIELDS AT SPRING VALLEY, WYOMING

A Little West and North of Lucerne Valley. Experts Say the Indications Are that Lucerne Valley is a Great Oil Basin



MAP OF LUCERNE VALLEY

Showing, also, the Relative Locations of Manila, Green River City and Salt Lake City. The Seven Lakes from Which We Get Our Water are Shown in the Lower Left Hand Corner. The Drainage Area of these Lakes is 100 Square Miles.

